

Members present: Dana DeMet (Rhineland), Tom Kelly (OC Board), Jack Sorensen (OC Board), Krystal Westfahl (Minocqua), Kari Zambon (Town of Pelican), Ted Cushing (ITBEC), Lyn Pilch (Pilch and Barnet), Judy Jurries (St. Germain)

Members not present: Connie Madden (Lake Tomahawk), Skip Brunswick (Three Lakes) Tamara Anderson (Tomahawk)

Guests: Joel Knudson – Town of Crescent Supervisor

Jeff Anderson – Wisconsin Department of Tourism

1. Call to Order - DeMet calls the meeting to order at 1:35
2. Discuss/Approve Agenda for December
 - a) Sorensen moves to approve the agenda, Kelly 2nds, - motion carries
3. Discuss/Approve Minutes from December 1 meeting
 - a) Zambon moves to approve the minutes, Kelly 2nds – motion carries
4. Discuss/Approve Treasurer's Report
 - a) Not able to approve – no treasures report due to Treasure absence
5. Discuss/Approve Invoices
 - a) 2 invoices; Pilch and Barnet, Inc. \$13,440.96 & MJS DeMet Travel Reimbursement \$427.95
 - b) Zambon approves, Sorensen Seconds, DeMet abstains – motion carries
6. Discuss/Approve dates of future meetings
 - a) Monday June 1 @ 1:30 – Pelican Lake (Holiday Acres)
 - b) Zambon approves, Sorensen seconds, - motion carries
7. Approval 12-month renewal of Pilch & Barnet contract for marketing services
 - a) No bid process put out
 - b) 2017 we would look at renewal again
 - c) DeMet moves to approve 24 month, Zambon seconds – motion carries
8. Discuss/Approve addition of www.oneidacountywi.com seasonal community event listing
 - a) Oneida County Wisconsin Seasonal Events Update event listings for year round events and activities. DeMet moves to approve, Westfahl Seconds, - motion carries
9. Pilch and Barnet Report
 - a) Second quarter update
 - b) 4th quarter marketing report
 - c) Spring advertising starts the end of April
 - d) We still need a 2 night stay for our last promotion. Holiday Acres will do winter promotion.
 - e) Two more promotions coming up: May-June/August-September/Winter
 - f) Pilch and Barnet will develop plan to get prizes from Chambers. If community doesn't reply with a prize they are not included in the promotion. DON'T IGNORE THE EMAIL! Winner can select from those communities participating.

10. State Department Tourism Report

- a) Over 1million views for Snow Report. Most of the attention was Oneida, Vilas, Iron, Florence, Forrest, and Oconto. A lot of mentions in our communities. Followers of the snow report continue to grow yearly.
- b) WIGCOT – 800 attendees in La Crosse. Next year’s conference is March 13-15 in Wisconsin Dells
- c) Spring promotion – Bo Ryan commercial YouTube alone will have ½ million views after tonight’s championship game. Non-paid media! Check out the ad at: www.travelwisconsin.com/experiencefun
- d) National Tourism Week in April – haven’t seen numbers yet but hoping that they will be positive. Seems to be a strong year for tourism economy in Wisconsin. Events, meetings, presentations, Jeff can attend to present the numbers if needed.
- e) Oneida County Board Presentation – OCTC would like to get off budget cycle so the meeting will involve Economic Impact Reports. This should be presented separately than the budget request. Jeff can attend and do that presentation as well. Possible June 16th Oneida County Board Meeting educational presentation leading into the peak of the season.

11. Grow North & OCEDC Report

- a) OCEDC – DeMet report; Rodger Luce lost his son to stomach cancer most of February was taken over by personal matter. Business Incubator possibly in Minocqua. Looking for private funding.
- b) Grow North – next meeting this Friday 4/10 no one on OCTC was present at previous meeting. Jeff Anderson report; Priorities for Grow North – rail, timber harvest, broadband.

12. Community Reports

- a) Rhinelander Area – Tourism GEM funding for Boon Lake Log Jam third Sunday in June, 3 day event, spring/summer tourism events kicking off | Petition needs to be certified and will dissolve Downtown Rhinelander Inc. There will be a yearly transition. | Tomorrows vote, item on ballot, city of Rhinelander .5% municipal premier sales tax, similar to the county but goes directly to the city for city improvements. It needs to pass at referendum then goes to state legislature to be approved.
- b) Minocqua – Economic Development Series for membership | April Membership Launch | Tracking Minocqua Snowman earned media – currently at \$200,000. Snowman went viral and around the world | Events: Only Fools Run at Midnight, Minocqua Home Show, Taste of the North | Supreme Court Vote
- c) St. Germain – Martinis in May 10-15 Bartender Event, Ruck’n in St. Germain May 2 - 8 mile run/hike in mud.

13. Public Comment/Communication

- a) Joel Knutson Town of Crescent Supervisor– Heal Creek Property proposal: Proposal – At February land records meeting County Board declined to take an action. Hodag Sports Club is competing “bidder”.

Looking for 4 season dedicated trail system. Public support for project has been overwhelming. Discussions are ongoing. All parties have agreed to leave it with amicable conversations. April 16 meeting is scheduled.

The sports club thought this trail project could be best done under their business outline. Gun club ownership could work if it was in Land Trust and managed according to public wishes. Public experience is of the utmost importance. Oneida County Tourism Council is not being asked to endorse this but it would be in OCTC's best interest to back this venture due to the magnitude of the project.

14. Items to be included on next agenda

- a) Heal Creek Proposal – discuss and approve any action
- b) Next steps for Oneida County Travel Guide. Last one produced in 2013. Maps need to be updated or whole new guide to be produced. Add canoe routes! Be sure to update routes on web page.
- c) CNRED Report from Joel Knudson

15. Adjournment

- a) Kelly moves, Zambon Seconds – motion passes, meeting adjourned at 3:19